

## **Abstract**

Diploma thesis „Marketing Communication of The Galerie Rudolfinum in years 2009-10“ focuses on marketing strategies of Galerie Rudolfinum. The time frame for this thesis is delimited from 2009 to 2010 and so is the retrospective research of each material or information. In the introduction I will explain the crucial terms such as „art marketing“ or „arts marketing“, which are the areas of marketing in which Galerie Rudolfinum falls into.

In the body you will find brief introduction to the whole Rudolfinum building (history, organization etc.) as well as description of Galerie Rudolfinum's place in the market environment. The thesis also presents complete marketing communication of Galerie Rudolfinum with the emphasis on detail analysis of communication strategy - so called communication mix.

The sources and solutions for this diploma thesis were mainly description and analysis of the advertising outputs, statistic data from Galerie Rudolfinum and also its web page..